

# Mid-Season Dress Styles for Women.

JUNE will be quite upon us ere the full-fledged summer girl makes her appearance, for which the prolonged cool period is entirely responsible. And not only is this so here at home—throughout the whole country weeping skies have persisted in staying long after their welcome was outgrown. Several of our buyers have gone to eastern markets and some charming dress patterns and beautiful weaves have preceded their homecoming. Colored linen dresses they report will be in high style all summer. Of course the white linen is not to be outdone, but New York's fashionables are to be seen in linen gowns of the pastel shades—pale greens, blue, mauve, champagne and yellow. With the greens and yellows most favored, the linen princess dress is considerably in evidence and is quite "chic" in the Fifth Avenue style procession. The linen princess gown is not a one-piece frock like unto the cloth, but made in two pieces. Directorate in cut and heavy laces for its trimming.

A striking style in this far east city, too, is vivid colors in shoes worn especially with white gowns. These, for the most part, though, are seen fitting in and out of carriages; tan is the favorite street shoe and forms a pleasing contrast to most gowns. A novelty is being shown here in slippers—black patent leather with scarlet heels and tongue. One can hardly imagine why the tongue should be red; it does not add to beauty. The slipper entirely of scarlet kid, though, of the present season is just about as exquisite a bit of shoe style for the home as can be imagined. Then there's a "single eyelet" low shoe which is to be another favorite. These are made in dyed leathers—green, violet, dark blue and brown. For calling or home wear.

There is also an extravagant tendency along this line in the use of cameos and even miniatures for fastenings. The black suede slipper has taken the place of the patent leather to a great extent. One of the handsomest designs showed a lavender heel and an immense lavender velvet bow fastened with a rhinestone buckle. Plain blacks are also seen with black velvet bows. This style has the tendency to make the feet appear small, which is something of a recommendation.

But to return to frock lore. All's fashionable that looks well. One sees in New York not only the strict Directorate dress with rather close fitted draperies, but just as much of the exaggerated 1830 style with all the necessary frills and tulle.

A recent arrival from New York that came to one of our Salt Lake stores and went quickly away was one called "a study in tucks" and which certainly shows the diversity of 1904 dress styles. Neither Directorate nor 1830 mode was it. Here is description: Made of champagne color voile with skirt and bodice laid in groups of horizontal tucks, which, when released, form the fullness of the skirt and add to the blousing effect of the bodice. The skirt



Coat of champagne colored silk with rich decoration of exquisite white macramé lace. Beautifully lined throughout with white satin. An exclusive importation shown at the Z. C. M. I. Skirt is of ivory white voile showing a late motif in medallion ornamentations.

Smart shirt waist suit of white linen with bright red belt, cuffs and tie. A touch of brilliant color is the season's innovation for white. Displayed at the Z. C. M. I.

has four groups of horizontal tucks, the tucks in the lower group being an inch wide and the upper—around the hips—half an inch across. The space between the tucks on the skirt is perhaps twelve inches and on the bodice about three. The sleeves, too, show horizontal tucks. There is a very wide gorilla of soft silk. Not a model that any home dressmaker could follow, surely.

In an up-town store an exquisite gown of ivory white voile was shown. On the fronts and around the long shoulders of the jacket-blouse went a band of bright oriental embroidery which simulated a deep yoke. The skirt was made with a full flounce and was banded with the oriental embroidery. Either side of the bands were pipings of rich red velvet. The sleeves were the new full kind with frills of lace to fall over the hand. The beautiful color touch to this dress was the feature that made it "different" and an exclusive of the season.

In this same store white voile separate skirts were displayed. One very attractive style was made with deep, graduated ounce which had for a heading an insertion of Venise lace. Scattered over the ounce in pretty design were medallions that matched the insertion. Three rows of shirtings at the waist. The under petticoat was white tulle silk and most delicately made with tiny ruffles and open work hand embroidery. White voile separate skirts will be the vogue all summer.

Beautiful summer frocks, so says report, will come to us made of lawn and Swiss in the old-fashioned Dolly Varden patterns, with surplice and ruffles and plentifully lace trimmed. And apropos of laces—was there ever such a mingling of sorts and types as for this year. No uncommon thing is it to see heavy weaves of lace cut out and inserted into one of fine texture. Venise and Irish point, perhaps, on Chantilly, or Chantilly and Valenciennes together. To make diversity, no doubt, for sleeve frills, undersleeves and the many other bits dainty dress lingerie that have come with this season.

Some mid-season styles of dainty lingerie waists are with us. But each day records new arrivals and this will be so until the season has quite reached its full. They are shown in very sheer fabrics exquisitely made, many with elaborate hand work.

The broad bertha effects seem favorites, likewise the deep yokes of lace. These waists are displayed—so say our store people now there—in New York shop windows with separate skirts of white pique, linen or duck. Also shown with the new white pique suits—coat and skirt—which from its very natty and jaunty air is likely to be a winner in the summer girl's esteem. No doubt some will find their way to Salt Lake stores.

A little advance guard in collars is there, too. A stock of white silk had a big silver buckle in front and through this buckle were drawn wide ends of scarlet tulle ribbon, about three inches wide and elaborately stitched in red silk. The ends were pulled through the buckle in such a

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The Enthusiasm Shown by Our Customers Is Only Natural for the Sharp Reductions and Splendid Values We Give.

THE FOLLOWING ARE INTERESTING DETAILS.

If these Wonderful Values Don't Bring You It Will Only Be Because You Don't Read Them.

**Monday Only!**  
**Extra Special.**

Black, white, cream and twenty other colors of extra fine quality

**Crepe de Chine.**

Twenty-four inches wide, value \$1.00, \$1.25 and \$1.50 a yard. Your choice, a yard.....

**75c**

**Monday Only!**  
**Cloak Department.**

WHITE LAWN WAIST, worth \$2.25, for.....

**\$1.30**

ALL SIZES.

**Monday Only!**  
**Children's Muslin Drawers.**

Sizes 1, 2 and 3, to fit children up to 6 years, made of extra quality muslin with hem and tucks on bottom. On sale for less than cost of material Monday only, at a pair—

**10c**

**Monday Only!**  
**Boys' Clothing Dept. Special.**

BOYS' LONG PANTS SUITS—in fine wool mixtures, extra well made, ages 14 to 20 years. These are our regular \$6.00 and \$7.00 suits, for Monday only, SALE PRICE—

**\$3.95**

**Black Silks**

**Under Value.**

The most wanted weaves for Shirt Waist Suits, "SPOT PROOF" and every yard guaranteed. Only 25 yards fast black Japanese silk "Spot and perspiration proof." Regular 75c and 85c.

**55c yard**

Only 25 yards of "Spot Proof" pure yarn dye, SWISS BLACK HABUTAI SILK, a soft rich silk, uncrushable and wear guaranteed, value \$1.35; FOR ONLY.....

**\$1.05**

**The Head of Our Millinery Department Says**

This is going to be a gala week in the MILLINERY SECTION, a gala week for the graduates, a gala week for everybody, and gala values, too. **HATS! HATS! HATS! AT SPECIAL PRICES.**

Hats for dress occasions, hats for street wear; hats for the graduates; hats for outing girls; hats for all occasions. Entirely new ideas; correct and smart creations; original and practical conceptions; snappy summer suggestions; novel and attractive dress hats; smart and pretty shirt waist hats; neat and stylish suit hats; delightful children's hats; hats to suit all faces, to satisfy all demands and to meet every price.

**Just 4 Curtain Specials FOR THIS WEEK**

That picture the saving on as many more we've no room to print.

Take these as hints: The Curtain Section is fairly teeming with bargains of interest to every house-keeper.

Swiss embroidered white muslin Curtains, size 3x12, imported to sell at \$3.00; go this week, per pair.....

**\$2.10**

White Irish Point Curtains, size 3x12, heavily designed, imported to sell at \$3.50; go this week, per pair.....

**\$2.30**

Cream Snowflake Madras Curtains with pure spun silk cross stripes of contrasting colors, size 3x12, regular retail price \$4.50; go this week, per pair.....

**\$2.90**

Four yards long White Brussels Net Curtains, hand-made ones, in detached figure effects, value \$11.00; go this week, per pair.....

**\$7.60**

**WOOL DRESS GOODS**

**REMNANTS**

Going at phenomenally low prices that will make all Salt Lake talk.

**750 FINE WOOL REMNANTS AT HALF REGULAR PRICE**

In lengths suitable for waists, skirts and full suits. An accumulation of everything new in spring dress materials, such as Voiles, Crepes, Silk Lustres, Granites, Changeable Brilliantines, Lattice Cloth, Hehrlette, Scotch Suitings, Challies, Broadcloth, etc. All colors and black.

**MUST BE CLOSED OUT THIS WEEK AT HALF REGULAR PRICE**

**IN OUR CLOAK DEPT.**

We announce in the following the best values for any other western house ever gave in **SHIRT WAIST SUITS**

They are phenomenal in all the word implies. You never saw their equal, nor have we. Prices for this week:

Twenty-five pieces Washable Silk Mulls, in pink, light blue, cream, white, canary, Nile, linen color and black, worth 50c; special this week, a..... **34c**

Eight pieces Imported Mercerized, Perforated and Jacquard Effect Madras, in select new patterns, for shirt waist and skirt waist suits, excellent styles, value 80c; special for this week, per yard..... **39c**

**\$1.50** For Ladies' Percalé Shirt Waist Suit, made in the new spring effect.

**\$2.75** For new Lawn Shirt Waist Suit, plain tailor-made style, the best value that can be offered.

**\$4.50** For new Cotton Voile Shirt Waist Suit, a large and complete stock at this price.

**\$6.50** For pretty Tan Colored Cotton Shirt Waist Suit, extra full sleeves.

**\$7.95** For good quality black or navy blue Mohair Shirt Waist Suit, the very newest and latest ideas.

**\$10.00** For best quality and up-to-date Mohair Shirt Waist Suit, in colors and black, all are made in the new plaided effect.

**\$13.95** For "Foulard" Silk Shirt Waist Suit, you might take several weeks to plan and make such garments, where here you can choose one in a few minutes, at such a low price.

**\$17.50** For Pongee Silk Shirt Waist Suit, newest waist design, skirt trimmed and extra full. We show complete stock of these garments.

**\$22.50** For fancy striped changeable Taffeta Silk Shirt Waist Suit, extra full sleeves, bow stock collar, elegantly stitched.

**\$27.50** For ladies' fine new 1904 design Crepe de Chine and Taffeta Silk Shirt Waist Suits. There is every color and size in this assortment.

**\$1.50**

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ESTABLISHED 1864  
**F. Auerbach & Bro.**  
ONE PRICE TO ALL NEVER UNDERSOLD

**Wash Goods Supremacy**

Here are two specials in FINE WASH DRESS FABRICS that forcibly illustrate the reasons why our wash goods counter is always filled with discriminating buyers, and we congratulate ourselves when we hear what women say to each other in our Wash Goods Section a hundred times a day: "THE MOST CHARMING LINE OF WASH FABRICS IN SALT LAKE."

Twenty-five pieces Washable Silk Mulls, in pink, light blue, cream, white, canary, Nile, linen color and black, worth 50c; special this week, a..... **34c**

Eight pieces Imported Mercerized, Perforated and Jacquard Effect Madras, in select new patterns, for shirt waist and skirt waist suits, excellent styles, value 80c; special for this week, per yard..... **39c**

It is a Fact that Nowhere in Salt Lake **White Goods Values**

Crop to the surface, as right here. The sales from day to day, the crowds of enthusiasts bear out the statement. Strange as it may appear, VALUES seem to increase with each successive week. In any event the four of this week excel our own best efforts.

A 45c quality white Persian lawn, special for this week, per yard..... **28c**

A soft finished white Linen crash for shirt waist suits, value 50c, special for this week, per yard..... **32c**

Real imported white embroidered Swisses in medium size dots, beautifully worked on very fine Swiss, 22 inches wide, value \$1.25, special for this week, per yard..... **74c**

White Embroidered Flouncings, 54 inches or 1 1/2 yards wide, the most beautiful St. Gall productions for 1904. Exclusive Novelties—Value \$3.00, on sale this week, per yard..... **\$1.85**

Value \$2.50, on sale this week, per yard..... **\$2.10**

Value \$2.75, on sale this week, per yard..... **\$2.40**

Value \$4.00, on sale this week, per yard..... **\$2.60**

**You Want a Waterman Fountain Pen**

Buy the Best. Waterman's Ideal are Guaranteed Fountain Pen Perfection. Our \$2.50 Line of

Waterman's Ideal Fountain Pens in points and styles to suit every writer's wants and fancy have the Auerbach Guarantee for perfection and must be just right. Let's show them to you and explain.

**OUR SHOE DEPARTMENT**

**A FEW OF THIS WEEK'S MANY BARGAINS IN Our Gents' Furnishing Dep't.**

Extremely good values that prudent shoppers will appreciate—

GENTS' FINE JERSEY RIBBED UNDERWEAR, worth 75c per garment, all sizes, Sale price..... **50c**

GENTS' FINE MADRAS DRESS SHIRTS in the latest patterns, sizes 14 to 17. These shirts cannot be duplicated for less than \$1.25. Sale price..... **95c**

GENTS' FINE MUSLIN NIGHT SHIRTS, fine, embroidered, sizes 14 to 20, regular \$1.25 value, sale price..... **95c**

**\$1.25**

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**\$1.25**

**\$1.25**

If these Wonderful Values Don't Bring You It Will Only Be Because You Don't Read Them.

**Monday Only!**  
**A Wash Goods Bargain**

That will cause you to get on early breakfast Monday morning and be at our store waiting for it to open: 20 pieces Black and white Lawns, value 20c..... **8 1/2c a yd.**

Lawns you'll frankly admit you've never seen before below 20c, often times more, sheer, beautiful black Lawns with white designs, exceptional values at 20c Monday, while 20 pieces last..... **8 1/2c a yd.**

**Monday Only!**  
**A Pillow Case Special**

The kind that is worth coming down town early for. We open at 8 o'clock.

**Hemstitched Pillow Cases.**

Sizes 42x36 and 45x36, made of a good wearing cotton, finished with a wide hem, value 15c and 20c. Monday, while 50..... **12 1/2c each**

Limit 1 dozen to a customer.

**Monday Only!**  
**Children's Muslin Drawers.**

Sizes to fit girls 6 to 12 years old, made of splendid Muslin with deep hem and tucks on bottom, regular 25c grade, on sale Monday only at..... **15c**

**Monday Only!**  
**Our Shoe Department.**

LADIES' FINEST QUALITY OXFORDS, ALL STYLES, ALL LEATHERS. POSITIVELY \$3.50 AND \$4.00 GRADES. SPECIAL PRICE FOR MONDAY—

**\$2.85**